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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/672,363	09/28/2000	Juhnyoung Lee	YOR920000674US1	7560

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EXAMINER

KIANERSI, MITRA

ART UNIT

PAPER NUMBER

2143

DATE MAILED: 12/02/2003

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Please find below and/or attached an Office communication concerning this application or proceeding.

Office Action Summary

Application No.

09/672,363

Applicant(s)

LEE, JUHNYOUNG

Examiner

mitra kianersi

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-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 03 MONTH(S) FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133).
- Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) ☒ Responsive to communication(s) filed on 28sep/2000.
- 2a) ☐ This action is FINAL. 2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) ☒ Claim(s) 1-26 is/are pending in the application.
- 4a) Of the above claim(s) _____ is/are withdrawn from consideration.
- 5) ☐ Claim(s) _____ is/are allowed.
- 6) ☒ Claim(s) 1-26 is/are rejected.
- 7) ☐ Claim(s) _____ is/are objected to.
- 8) ☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☒ The drawing(s) filed on 28sep2000 is/are: a) ☒ accepted or b) ☐ objected to by the Examiner.
- Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
- Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. §§ 119 and 120

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some * c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
2. ☐ Certified copies of the priority documents have been received in Application No. _____.
3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).
- * See the attached detailed Office action for a list of the certified copies not received.
- 13) ☐ Acknowledgment is made of a claim for domestic priority under 35 U.S.C. § 119(e) (to a provisional application) since a specific reference was included in the first sentence of the specification or in an Application Data Sheet. 37 CFR 1.78.
- a) ☐ The translation of the foreign language provisional application has been received.
- 14) ☐ Acknowledgment is made of a claim for domestic priority under 35 U.S.C. §§ 120 and/or 121 since a specific reference was included in the first sentence of the specification or in an Application Data Sheet. 37 CFR 1.78.

Attachment(s)

- 1) ☒ Notice of References Cited (PTO-892)
- 2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
- 3) ☒ Information Disclosure Statement(s) (PTO-1449) Paper No(s) 2.
- 4) ☐ Interview Summary (PTO-413) Paper No(s). _____.
- 5) ☐ Notice of Informal Patent Application (PTO-152)
- 6) ☐ Other:

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Claims 1-26 have been examined.

Claim Rejections - 35 USC § 103

The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

Claim 1-26 are rejected under 35 U.S.C. 103(a) as being unpatentable over Lee et al. (US 6,601,100), and further in view of Jammes et al. (US 6,484,149)

1. As per claim 1, Lee et al. discloses a computer interface to an online store comprising:

-one or more product pages that have product information about one or more products, the product information obtained from the online store; (abstract) and (col 8, lines 5-11) .

Lee et al. fail to disclose an analysis data window that has analysis data about the effectiveness of the respective product page, the type of analysis data determined by a type of analyst that uses the interface and the analysis data window presented in proximity to the respective product page.

However, Jammes et al. discloses a top-down menu approach wherein an initial catalog page appearing on a consumer's computer screen lists general product categories, where the user selects one of the general categories, another page appears on the computer screen presenting a narrower subordinate menu of product lines. Thus, a user navigates from high-level menus to lower level menus, eventually reaching a page that describes an individual product.

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Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to employ Lee et al. method and system for collecting and analyzing information about content requested in a network environment with Jammes et al. method of viewing product information for generating web pages, because it is not only easy for analysts to understand, but also, allows them to reach a particular product in a convenient and timely manner.

2. As per claim 2, Lee-Jammes disclose the invention substantially as claimed including where the type of analyst includes any one or more of the following: an administrator, a marketer, a merchandiser, a Web designer, a store owner of the online store, a system analyst, a product analyst, and a sales analyst. (Col 3, lines 31-35, Lee)

3. As per claim 3, Lee-Jammes disclose the invention substantially as claimed including where the analysis data window further comprises any one or more of the following types of analysis data: analysis data on one or more products on the product page, analysis data on one or more of the product pages, and analysis data on one or more components of one or more of the product pages. (Col 8, lines 5-11, Lee)

4. As per claim 4, Lee-Jammes disclose the invention substantially as claimed including where the analysis data window comprises analysis data on one or more products on the product page and the analysis data comprises any one or more of the following: one or more conversion rates, one or more count measure conversion rates, one or more derived measure conversion rates, one or more sales measures, one or more dimensions, one or more time dimensions, one or more customer dimensions, one or more merchandising cue dimensions, one or more shopping metaphors, one or more product category dimensions, one or more basket placement counts, one or more purchase counts, one or more return counts, a ratio of purchases to number of basket placements, a ratio of

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number of returns to number of purchases, a sales value, a profit, an average price, and an average profit margin. (Col 2, lines 35-43, Lee)

5. As per claim 5, Lee-Jammes disclose the invention substantially as claimed where the analysis data window comprises analysis data on one or more product pages and the analysis data comprises any one or more of the following: one or more conversion rates, one or more count measure conversion rates, a number of impressions, a number of clickthroughs, one or more derived measure conversion rates, a number of clickthroughs per number of impressions, a number of basket placements per number of clickthroughs, a number of purchases per number of basket placements, a number of purchases per number of impressions, a number of purchases per number of clickthroughs, one or more sales measures, one or more dimensions, one or more time dimensions, one or more customer dimensions, one or more merchandising cue dimensions, one or more shopping metaphors, one or more product category dimensions, one or more basket placement counts, one or more purchase counts, a sales value, a profit, an average price, and an average profit margin.(col 2, lines 35-45, Lee)

6. As per claim 6, Lee-Jammes disclose the invention substantially as claimed including where the product page is a web browser page. (Col 4, lines 64-67, Lee)

7. As per claim 7, Lee-Jammes disclose the invention substantially as claimed including where one or more components of the product page is a hyperlink to one or more other product web pages. (element 242) and (col 7, lines 58-62, Lee)

8. As per claim 8, Lee-Jammes disclose the invention substantially as claimed, where the components of Web page displaying the selected product are any one or more of the following: one or more products, product pages, hyperlinks, Web applications, and Web design features. (col 3, line 67and col 4, line 1-7, Lee)

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9. As per claim 9, Lee-Jammes disclose the invention substantially as claimed. Including A method, as in claim 8, where the Web applications are one or more of search, shopping cart placement, registration, checkout, mail to friend, wish lists, gift registries, calendars, custom-configuration of products, buyer's groups, chatting, e-mail notification, and in-context sales. (Col 11, lines 24-28, Lee)

10. As per claim 10, Lee-Jammes disclose the invention substantially as claimed where the Web design features are one or more of media type, font, size, color, and location. (Col 16, lines 26-29, Lee)

11. As per claim 11 (Lee-Jammes) disclose a method of doing business over a network comprising the steps of:
providing one or more product pages that have product information about one or more products on a user interface, the product information obtained from an online store; (abstract, Lee) and (col 8, lines 5-11, Lee)
and providing an analysis data window that has analysis data about the effectiveness of the respective product page, the type of analysis determined by a user that uses the interface and the analysis data window presented in proximity to the respective product page, the user being in a user class. (col 2, lines 34-40, Jammes)

12. Claim 12; recite similar limitation as claim 2. It is analyzed and rejected by the same rationale.

13. As per claim 13, where the user is registered to the online store by the user's role in the store. (This step is obvious, because in order to be able to login and retrieve the specific data, the user must be registered as a member).

14. Claim 14; recite similar limitation as claim 6. It is analyzed and rejected by the same rationale.

15. As per claim 15, Lee-Jammes disclose the invention substantially as claimed where the analysis data is presented in the analysis data window concurrently with and in proximity to the web browser page on the interface.

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where (corresponds to a software system called "Merchant workbench" (col 3, lines 1-10, and col 2, lines 34-40, Jammes)

16. As per claim 16, Lee-Jammes disclose the invention substantially as claimed where, where the analysis data window is produced by a software program that starts automatically when the user requests the web browser page of a selected product. (Col 6, lines 7-10, Lee)

17. As per claim 17, Lee-Jammes disclose the invention substantially as claimed where the analysis data window software program automatically starts only when the user is a member of a selected user class, which affiliates with the online store. (Fig.2, and col 6, lines 28-30, Lee)

18. As per claim 18, Lee-Jammes disclose the invention substantially as claimed where the user class of the user making a request to the online store is identified by the store before the analysis data window is provided on the interface. (Col 2, lines 16-18 and col 7, lines 8-19, Lee)

19. As per claim 19, Lee-Jammes disclose the invention substantially as claimed where the user class is examined by using a subfield of a "cookie" that is attached to the request. (Col 7, lines 3 and lines 8-11, Lee)

20. As per claim 20, Lee-Jammes disclose the invention substantially as claimed where further comprising a perusal step that automatically browses and filters a set of product pages and their analysis data based on a profile of the user. (Col 6, lines 21-25, Lee)

21. As per claim 21, Lee-Jammes disclose the invention substantially as claimed where the perusal step provides in the interface one or more criteria of filtering one or more product pages. (Col 10, lines 6-10, Lee)

22. As per claim 22, Lee-Jammes disclose the invention substantially as claimed where A method, where the criteria of filtering is based on any one or more the following: one or more attributes of the pages, one or more components of the pages, and one or more of the analysis data. (Col 10, lines 11-15, Lee)

23. As per claim 23, Lee-Jammes disclose the invention substantially as claimed where the product page perusals step automatically retrieves specified product pages and the respective analysis data from the online store. (Col 6, lines 1-6, Lee)

24. As per claim 24, Lee-Jammes disclose the invention substantially as claimed where the product page perusal step parses the content of retrieved product pages and the respective analysis data, and selects product pages that meet one or more criteria given by the user. (Col 5, lines 49-64, Lee)

25. As per claim 25, Lee-Jammes disclose the invention substantially as claimed where the product page perusal step creates a list of selected product pages that contains page name, analysis data summary, and hyperlink for each selected product page. (Col 7, lines 23-30, Lee)

26. As per claim 26, Lee-Jammes disclose the invention substantially as claimed where the user can use the list of selected product pages created by the product page peruser program to manually examine product pages and their analysis data by using a web browser. (Col 7, lines 58-67, Lee)


Conclusion

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Mitra Kianersi whose telephone number is (703) 305-4650. The examiner can normally be reached on 7:00AM-4:00PM.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, David Wiley can be reached on (703) 308-5221. The fax phone number for the organization where this application or proceeding is assigned is (703) 746-9923.

Any inquiry of a general nature or relating to the status of this application or proceeding should be directed to the receptionist whose telephone number is (703) 305-3900.

Mitra Kianersi
Nov/25/2003


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